

Message Text

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16

ACTION NEA-09

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FM AMEMBASSY TEL AVIV

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 3855

AMCONSUL MILAN

UNCLAS TEL AVIV 5201

COMMERCE PASS RICHARD GARNITZ

MILAN PASS TRADE CENTER EDWARD TATGE

E.O. 11652: N/A

TAGS: BEXP, IS

SUBJ: GARNITZ ADDRESS TO ISRAEL PURCHASING MANAGERS' ASSOCIATION

RICHARD GARNITZ ISRAEL SPEECH, APPROXIMATELY 30-45 MINUTES, ENTITLED "ISRAEL-UNITED STATES TRADE/COMMERCIAL RELATIONS; HOW THEY MAY BE STRENGTHENED". AUDIENCE WILL BE ISRAEL PURCHASING MANAGERS ASSOCIATION REPRESENTING LARGER PRIVATE AND PUBLIC COMPANIES. 150 EXPECTED TO ATTEND. DATE SUNDAY SEPTEMBER 29, 1974 - 9:30AM. SUGGESTED TOPICS ARE:

1. TRADE OPPORTUNITIES PROGRAM. TOP FILM, 10 MINUTES, WILL BE SHOWN AFTER QUESTION/ANSWER PERIOD.
2. SERVICES EXTENDED UNDER FOREIGN BUYERS GROUP PROGRAM (STATE 16997 DATED JANUARY 26, 1974) RE (A) HOW AMERICAN TRADE FAIRS, DISPLAYING PRODUCTS OF SIGNIFICANT INTEREST TO ISRAELI BUYING COMMUNITY COULD BE UTILIZED TO GREAT ADVANTAGE; (B) SERVICES RENDERED BY USDOC DISTRICT OFFICES AND HOW THEY COULD BE UTILIZED;
3. HOW THE US CAN HELP ISRAELI PURCHASING MANAGERS IDENTIFY AND LOCATE CONSULTANT/ENGINEERING SERVICES FOR LARGE PROJECTS;
4. HOW USDOC CAN HELP ISRAELI INDUSTRY INTERESTED IN JOINT

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VENTURES, LICENSING AND INVESTMENTS WITH AMERICAN COMPANIES;

ANY OF ABOVE TOPICS WILL BE OF KEEN INTEREST TO ISRAEL. YOU
CAN USE YOUR OWN JUDGEMENT ON SELECTION. QUESTION AND ANSWER
PERIOD WILL FOLLOW.

ADDITIONALLY, RECEPTION IN YOUR HONOR AT LEE COLLINS' HOME
AT 6:00 - 8:00 PM SAME DAY. INVITEES COMPRISED OF IMPORTANT
MEMBERS OF BUSINESS COMMUNITY.

COLLINS WILL MEET AT AIRPORT.
VELIOTES

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